

Claims

What is claimed:

1. In a digital cable-system environment, an apparatus
5 for inserting one or more local signals during a delay period
associated with the execution of a channel change command, the
apparatus comprising:

a memory for storing one or more local signals;

a processor for recognizing the delay period associated
10 with the channel change command; and

a signal insertion module, coupled to the memory and the
processor, for retrieving a local signal from the memory and for
inserting the local signal in the delay period.

2. The apparatus of claim 1, wherein the local signal is
15 a targeted advertisement.

3. The apparatus of claim 1, wherein the local signal is
an audio signal.

4. The apparatus of claim 1, wherein the local signal is
20 a graphics signal.

5. The apparatus of claim 1, further comprising a demultiplexer for recalculating a new program stream based on the channel change command.

5

6. In a digital cable-system environment, a method for inserting one or more local signals during a delay period associated with the execution of a channel change command; the method comprising:

recognizing the delay period associated with the execution of the channel change command;

transmitting a request for a local signal, wherein the local signals are stored in memory;

receiving a local signal in response to the transmitted request; and

inserting the local signal during the delay period.

7. The method of claim 6, wherein the local signal is a targeted advertisement.

20

8. The method of claim 6, wherein the local signal is an audio signal.

9. The method of claim 6, wherein the local signal is a
5 graphics signal.

10. The method of claim 6, wherein the local signal is an HTML page, either locally stored or received real-time from any source.

11. The method of claim 10, wherein the local signal is a Java application.

12. The method of claim 6, wherein the local signal is an
15 analog TV channel.

13. The method of claim 6, wherein the local signal is a locally stored MPEG stream.

14. The method of claim 6, further comprising a demultiplexer for recalculating a new program stream based on a channel change command.

008221 64675260